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CCT 300, Mike Johnes.

Analysis: Slavery 2.0

The comic that I have created, Slavery 2.0, is based on a true and controversial story. The retail giant, Wal-Mart has been found guilty several times of underage labor and the operating of illegal sweat shops in countries such as China and Nicaragua (Forbes). Wal-Mart has faced over 5000 lawsuits a year for human rights violations (Jimmy), and it doesn’t seem to have learned its lesson. They overuse child labor and exploit the poor. Furthermore, Wal-Mart finds it cheaper to simply wash the employees’ blood off of the garments instead of providing workers with gloves and safety paraphernalia (Jimmy). What is more enraging is that they have been fined a measly $200,000 for violating over 1,436 child labor laws; a great injustice.

In the comic I relied on many of the principles outlined in McCloud’s book, understanding comics. Instead of using vaguely drawn images I chose to use real pictures in order to lessen the abstraction and objectify, or emphasize the otherness, of those referred to in the comic. The pictures used however, have had several effects applied to them in order to give them a comic book effect. The panels used also varied according to what was going on in the scene. The first 2 panels are long and large done with the intent of conveying the stillness and length of each scene. The 4th and 5th panels are shorter and flow from one to the other, because they are a continuation of the same idea. In the third page, a long panel is used followed by two smaller ones, again to show the differing times to be allocated to each. In the bottom right hand picture on the third page, the background is green. The reason I chose green is because it “is the color of nature, fertility, life (Color Green Meaning),” in this scene the Wal-Mart checkout is buzzing with activity and I used the color to symbolize Wal-Mart’s fertility and success. On the fourth page, there is a short panel in which an explosion occurs, the reason I chose a smaller frame is because explosions are usually short, brief, but with high impact. The word BADA-BOOM! is meant to emphasize the impact. The next three panels are longer, and have been tinted red. The panels are longer in order to show the stunned, slow motion feeling one feels during such an intense shock, and the red is used to symbolize danger. The longer panels also have sound effects. Throughout the comic scene-to-scene transitions are used, which sometimes transport the reader across great spaces of time and place, as is the case in the first two pages (McCloud,78). The word/picture combination used here is the interdependent one, where words and pictures go hand in hand to convey an idea that neither could do alone (McCloud, 161).

Bibliography:

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